

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D. C.

REGISTRATION NO. 1421

SUPPLEMENTAL REGISTRATION STATEMENT

Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended

For Six Months Period Ending JUL 29 1965
(Insert date)

1. (a) Name of Registrant.

Development Counsellors International, Ltd.

(b) All other names used by Registrant during the period.

None

(c) Address of principal office.

20 East 46th Street, New York, N.Y. 10017

(d) Name of person or persons in charge of principal office.

Ted M. Levine, President

3. If Registrant is a nonbusiness membership organization, state—

(a) Approximate number of members in the United States N/A

(b) Approximate number of members outside the United States N/A

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

Name and address
of official

Date connection began

Position, office, or nature
of duties

None

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

Name and address
of official

Date connection ended

Reason for ending
connection

None

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

*Name and address of branch, unit,
group, or organization*

*Nature of connection with
Registrant*

*Name and address of person
in charge*

None

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

Name of branch, unit, group, or organization

Reason operations ceased

None

6. All persons who at any time during the period were foreign principals of Registrant.

*Name and principal
address*

*Is person still a foreign principal
of Registrant?*

*If not, give date connection
ended*

- | | | |
|---|-----|---------|
| 1. New South Wales Govt.
680 5th Ave., N.Y.C. | yes | n/a |
| 2. Trinidad-Tobago Industrial Develop-
ment Corp., Port-of-Spain, Trinidad | no | 7/31/65 |
| 3. Ontario Dept. of Economics &
Development, Toronto, Ont., Canada | no | 3/31/65 |
| 4. Nova Scotia Trade & Industry Branch
Halifax, Nova Scotia, Canada | yes | n/a |

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

We have attached monthly reports herewith which fully describe our activities performed on behalf of each of the above foreign principals during the six month reporting period.

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

Registrant offers public relations services to domestic clients.

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
Ted M. Levine 498 West End Ave. New York, N.Y.	Advertising, public relations and promotion creation-placement	No
E. T. Ellenis 20 Kent St. Farmingdale, N.Y.	Advertising, public relations and promotion creation-placement	No
Patricia T. Levine 498 West End Ave. New York, N.Y.	General administrative work	No
Samuel Z. Levine 345 E. 69 St. New York, N.Y.	None except at Board of Directors meetings	No

(b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
Millicent Brown 530 E. 84 Street New York, N.Y.	Secretarial	No
Susan M. Miller 498 West End Ave. New York, N.Y.	Secretarial	No
Ronald Jasper 210 W. 90th St. New York, N.Y.	Summer trainee	No

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

- (a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received¹</i>	<i>Purposes for which received²</i>	<i>Amount received³</i>
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See attached

- (b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows: ⁴

<i>Date funds received</i>	<i>Name of person from whom received¹</i>	<i>Purposes for which received²</i>	<i>Amount received³</i>
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None

- (c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows: ⁵

<i>Date payment was made</i>	<i>Name of person to whom payment was made¹</i>	<i>Purposes for which payment was made²</i>	<i>Amount of payment³</i>
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See attached

¹ Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

² Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

³ Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

⁴ Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

⁵ Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

*Name of person by
whom delivered*

*Number of speeches, lectures,
and talks delivered*

*Number of radio broadcasts
delivered*

None

- (b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

- | | | |
|--------------------------------|---|-----------------------------------|
| (1) Press releases X | (8) Circulars | (15) Lantern slides |
| (2) News bulletins | (9) Form letters | (16) Still pictures |
| (3) Newspapers | (10) Reprints | (17) Posters |
| (4) Articles | (11) Copies of speeches, lec-
tures, talks, or radio
broadcasts | (18) Photographs |
| (5) Books | (12) Radio programs | (19) Charts |
| (6) Magazines | (13) Radio scripts | (20) Maps |
| (7) Pamphlets | (14) Moving pictures | (21) Other publications |

- (c) Preparation and distribution of publications referred to in answer to (b) above.

*Description of
publication*

*By whom written, edited,
or prepared*

*By whom printed, produced,
or published*

*By whom
distributed*

All publications distributed through first class mail to editors of trade and business publications. All printed, produced and published by Ted M. Levine, Pres., Development Counsellors Intl., Ltd.

- (d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

- (1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

Yes

- (2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.

Yes

- (3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted. **Yes**

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,
or agency thereof*

*Nature of changes during period in Registrant's
connections therewith*

☒ None

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or
combination*

*Nature of changes during period in
Registrant's ownership or other
pecuniary interest*

*Nature of changes during period in any
direction or control exercised
by Registrant*

None

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,
or individual*

*Nature of changes during period in ownership,
supervision, direction, or control*

None

- (b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or
financial assistance received*

*Nature and amount of subsidy or
financial assistance*

NONE

14. File the following exhibits with this statement:

Short Form Registration Statement - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

(a) All partners, officers, directors, and similar officials of Registrant.

(b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

Exhibit B.—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

Exhibit C.—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

Exhibit D.—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

Exhibit E.—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

Subscribed and sworn to before me at
(Signature)

T. M. Jones
(Signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

(Signature)

(Signature)

Subscribed and sworn to before me at *New York, N.Y.*
this *24* day of *August*, 19*45*.

Malcolm M. Spiegel
(Signature of notary or other officer)

My commission expires _____, 19____.

MALCOLM M. SPIEGEL
NOTARY PUBLIC, State of New York
No. 33-3707505
Appointed for Bronx County
Commission Expires March 1, 1947

<u>Date</u> <u>Funds</u> <u>Received</u>	<u>Name of Foreign Principal</u> <u>From Whom Funds Received:</u>	<u>Purposes for</u> <u>Which Received:</u>	<u>Amount</u> <u>Received</u>
2/5/65	New South Wales Govt. Office	Fee & expenses	2,000.00
2/5/65	New South Wales Govt. Office	Expenses	450.04
2/8/65	Nova Scotia Trade & Ind. Branch	Fee & expenses	1,666.67
2/10/65	Ontario Dept. of Econ. & Devel.	Fee & expenses	3,470.28
2/10/65	Trinidad-Tobago Ind. Devel. Corp.	Fee and expenses	3,560.34
3/4/65	Nova Scotia Trade & Ind. Branch	Fee & expenses	1,666.67
3/4/65	Nova Scotia Trade & Ind. Branch	Expenses	405.55
3/8/65	New South Wales Govt. Office	Fee & expenses	2,000.00
3/8/65	New South Wales Govt. Office	Expenses	704.80
3/15/65	Ontario Dept. of Econ. & Devel.	Fees & expenses	4,726.95
3/30/65	Trinidad-Tobago Ind. Dev. Corp.	Fees & expenses	8,736.09
4/5/65	Nova Scotia Trade & Ind. Branch	Fee & Expenses	1,666.67
4/5/65	Ontario Dept. of Econ. & Devel.	Fees & expenses	4,974.44
5/7/65	New South Wales Centre	Fee & expenses	2,000.00
7/1/65	Nova Scotia Trade & Ind. Branch	Fee & expenses	1,666.67
7/1/65	Nova Scotia Trade & Ind. Branch	Fee & expenses	2,083.33
7/1/65	Trinidad & Tobago Ind. Devel. Corp.	Fee & expenses	5,299.88
7/1/65	New South Wales Centre	Fee & expenses	2,000.00
7/1/65	New South Wales Centre	Expenses	1,000.00
7/1/65	New South Wales Centre	Expenses	574.30
7/12/65	New South Wales Centre	Fee & expenses	2,000.00
7/12/65	Ontario Dept. of Econ. & Develop.	Expenses	917.48
7/15/65	Nova Scotia Trade & Ind. Branch	Fee & expenses	2,487.89
7/15/65	Nova Scotia Trade & Ind. Branch	Fee & expenses	3,567.11
7/22/65	Trinidad & Tobago Ind. Dev. Corp.	Fee & expenses	6,093.00
7/22/65	Trinidad & Tobago Ind. Dev. Corp.	Fee & expenses	5,196.13

<u>Date of Payment</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount</u>
1/31/65	Trinidad Hilton Hotel	Lodging (Trinidad)	\$298.10
1/21/65	New Jersey Bell Telephone Co.	Phone service (Ontario)	33.83
1/21/65	Wide World Photo	Photography (Ontario)	63.96
1/21/65	Burrelle's Clipping Service	Clippings (Nova Scotia)	89.39
1/21/65	Radio New York Worldwide	Tape (Ontario)	525.00
1/21/65	LaSalle Letter Co.	Printing (Ontario)	713.11
1/21/65	Jersey Journal	Advertising (Ontario)	17.14
1/21/65	Wall Street Journal	Space (New So. Wales)	273.57
1/21/65	The Record	Space (Ontario)	27.85
1/21/65	Newark News	Space (Ontario)	1.10
1/21/65	Wide World Photos	Photos (Ontario)	40.30
1/21/65	Simax Stationery	Stationery (Trinidad)	8.01
1/21/65	Finley Stat	Photostats (Trinidad)	4.01
1/22/65	E. T. Ellenis	Expenses (Ontario)	9.46
1/25/65	E. T. Ellenis	Expenses (Ontario)	125.00
1/28/65	Bell Tele. Co. of Pennsylvania	Telephone (Ontario)	61.47
1/28/65	McGraw-Hill Publ.	Space (New So. Wales)	42.34
1/28/65	Ira F. Fuman & Co.	Shipping (Trinidad)	15.30
1/28/65	LaSalle Letter	Printing (Ontario)	458.64
2/4/65	E. T. Ellenis	Expenses (Trinidad)	44.10
2/4/65	Waldorf Astoria	Lodging (Nova Scotia)	148.79
2/8/65	Queen's Printers	Publications (Ontario)	3.50
2/8/65	Waldorf Astoria	Luncheon (Nova Scotia)	256.76
2/10/65	Victor Rivera	Research (Nova Scotia)	125.00
2/11/65	Central Studios	Photos (Trinidad)	26.00
2/11/65	RCA Communications	Cable (Trinidad)	9.24
2/11/65	Vita Speeches	Publication (Ontario)	2.50
2/11/65	Rapid Motor	Delivery (Trinidad)	3.00
2/11/65	Financial World	Publication (Ontario)	2.00
2/11/65	Wall St. Journal	Publication (Ontario)	.30
2/11/65	Wide World Photo	Photos (Trinidad)	74.05
2/11/65	Wide World Photo	Photos (Ontario)	57.35
2/11/65	Wide World Photo	Photos (Trinidad)	44.51
2/11/65	Luce Romeike	Clippings (Trinidad)	31.04
2/11/65	T. M. Levine	Expenses (Trinidad)	52.30
2/11/65	LaSalle Letter	Printing (Ontario)	552.77
2/11/65	Wittbold Florists	Flowers (Trinidad)	15.60
2/11/65	M. Brown	Expenses (Trinidad)	11.00
2/11/65	Frank Knight	Artwork (Ontario)	250.00
2/11/65	Frank Knight	Artwork (Trinidad)	250.00
2/11/65	E. T. Ellenis	Expenses (Ontario)	113.04
2/19/65	Sandy Gamory	Entertainer (Trinidad)	300.00
3/9/65	Royal York Hotel	Lodging (Ontario)	30.55
2/26/65	E. T. Ellenis	Expenses (Ontario)	125.00
2/26/65	Drucker-Hilbert	Photos (Trinidad)	41.60
2/26/65	International Executives Assn.	Luncheon (Trinidad)	24.00
2/26/65	Wall Street Journal	Space (New So. Wales)	599.10
2/26/65	Haddon Hall Hotel	Lodging (Trinidad)	11.05
3/1/65	North Amer. Precis Syndicate	Mat (Nova Scotia)	395.00
3/4/65	Philadelphia Bulletin	Space (Ontario)	528.36
3/4/65	Trinagle Publications	Space (Ontario)	522.65

<u>Date of Payment</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount:</u>
3/1/65	Wide World Photos	Photos (Ontario)	\$51.48
3/1/65	Boston Globe	Space (Ontario)	385.56
3/1/65	Christian Science Monitor	Space (Ontario)	62.83
2/28/65	Supt. of Documents	Publication (Trinidad)	.50
3/1/65	Boston Herald Traveler Corp.	Space (Ontario)	414.12
3/1/65	Boston Record American	Space (Ontario)	371.28
3/1/65	Cathay Travel	Plane fare (Ontario)	187.11
3/1/65	Dallas Chamber of Commerce	Directory (Ontario)	2.00
3/1/65	Ft. Worth Chamber of Commerce	Directory (Ontario)	2.00
3/1/65	Plaza Typewriter	Rental (Ontario)	11.90
3/8/65	T. M. Levine	Expenses (Ontario)	50.00
3/9/65	Cathay Travel	Fare (Ontario)	117.60
3/12/65	E. T. Ellenis	Expenses (Ontario)	28.23
3/15/65	Victor Rivera	Research (Trinidad)	125.00
3/16/65	T. M. Levine	Expenses (Ontario)	23.13
3/16/65	T. M. Levine	Expenses (Trinidad)	21.60
3/18/65	Todd Photoprint	Photostats (Ontario)	14.98
3/18/65	Southwestern Bell Telephone Co.	Telephone (Ontario)	123.56
3/18/65	Wide World Photo	Photos (Ontario)	58.80
3/18/65	New England Telephone & Telegraph	Phone (Ontario)	77.56
3/18/65	LaSalle Letter	Printing (Ontario)	915.57
3/18/65	Russell Sage Foundation	Directory (Trinidad)	10.00
3/18/65	C & P Telephone Co. of Maryland	Phone (Ontario)	15.54
3/18/65	Baltimore News American	Space (Ontario)	285.60
3/18/65	A. S. Abell Co.	Space (Ontario)	357.00
3/18/65	Society of the Plastics Industry	Directory (Trinidad)	20.29
3/18/65	Luce-Romeike	Clippings (Trinidad)	32.13
3/18/65	Wall Street Journal	Space (New So. Wales)	392.22
3/18/65	Commerce & Industry Assn. of N.Y.	Luncheon (Trinidad)	15.00
3/22/65	S. M. Miller for T.M. Levine	Expenses (Nova Scotia)	50.00
3/24/65	Thomas A. Demming & Co.	Chair rental (Trinidad)	6.00
3/24/65	Schraffts	Food service (Trinidad)	7.25
4/1/65	Michaels'	Rum (Trinidad)	74.10
3/26/65	E. T. Ellenis	Expenses (Nova Scotia)	8.30
3/26/65	E. T. Ellenis	Expenses (Trinidad)	3.50
4/1/65	Sandy Gamory	Entertainer (Trinidad)	186.75
4/1/65	Frank Knight	Artwork (Trinidad)	560.00
4/1/65	Frank Knight	Artwork (Ontario)	170.00
4/1/65	Burrelle's	Clippings (Nova Scotia)	89.39
4/1/65	Burrelle's	Clippings (Ontario)	95.63
4/1/65	Cathay Travel	Fare (Ontario)	113.40
4/1/65	Cathay Travel	Fare (Nova Scotia)	190.26
4/1/65	T. M. Levine	Expenses (Trinidad)	27.10
4/1/65	Drucker-Hilbert	Photos (Trinidad)	43.68
4/1/65	Projection-Audio Prods. & Svces.	Projectionist (Trinidad)	50.90
4/1/65	Phonotone Recording Co.	Tape (Trinidad)	150.00
4/1/65	Thomas Skinner & Co.	Publication (Trinidad)	14.56
4/1/65	LaSalle Letter	Printing (Ontario)	224.28
4/1/65	LaSalle Letter	Printing (Trinidad)	203.71
4/1/65	International Executives Assn.	Luncheon (Nova Scotia)	8.50

<u>Date</u> <u>of Payment</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount:</u>
4/1/65	Commercial & Financial Chronicle	Printing (New So. Wales)	\$36.40
4/1/65	Houston Chronicle	Space (Ontario)	544.00
4/1/65	Houston Post	Space (Ontario)	544.00
4/1/65	American Heritage	Space (Trinidad)	333.20
4/1/65	Haire Publishing	Directory (Trinidad)	2.00
4/8/65	Ira Furman & Co.	Shipping (Trinidad)	21.38
4/23/65	E. T. Ellenis	Expenses (Nova Scotia)	15.50
4/8/65	New York Times	Space (Trinidad)	1198.50
4/9/65	Lord Nelson Hotel	Lodging (Nova Scotia)	64.05
4/8/65	Luce Romeike	Clippings (Trinidad)	33.07
4/16/65	E. T. Ellenis	Expenses (Nova Scotia)	27.30
4/16/65	E. T. Ellenis	Expenses (New So. Wales)	4.30
4/16/65	E. T. Ellenis	Expenses (Ontario)	9.65
4/30/65	Schraffts	Reception (Trinidad)	13.34
5/7/65	Dun's Review	Space (Trinidad)	510.00
5/7/65	Luce Romeike	Clippings (Trinidad)	31.66
5/7/65	Journal of Commerce	Space (New So. Wales)	35.70
5/7/65	Rapid Motor	Truck (Trinidad)	3.00
5/7/65	Todd Photoprint	Stats (Nova Scotia)	3.12
5/7/65	Wide World Photos	Photos (Nova Scotia)	91.59
5/7/65	LaSalle Letter	Printing (Trinidad)	1820.16
5/7/65	T. M. Levine	Expenses (Trinidad)	6.00
5/17/65	REA Express	Shipping (Trinidad)	4.89
5/20/65	Western Union	Night letter (Nova Sc.)	27.28
5/26/65	Chronicle Herald	Subscription (Nova Sc.)	25.00
5/26/65	International Trade Review	Space (Trinidad)	316.54
5/26/65	Todd Photoprint	Stats (Nova Scotia)	10.77
5/26/65	LaSalle Letter	Printing (Trinidad)	196.35
5/26/65	Brown's Letter	Printing (Nova Scotia)	269.36
5/26/65	Plant Location	Space (Trinidad)	1003.00
5/28/65	Fairchild Publications	Directory (Trinidad)	1.00
6/2/65	Cathay Travel	Air Fares (Trinidad)	1389.01
6/2/65	No. American Precise Syndicate	Mat (Trinidad)	395.00
6/7/65	E. T. Ellenis	Expenses (Nova Scotia)	200.00
6/9/65	Blackstone Shelburne	Photos (Nova Scotia)	41.60
6/10/65	Luce Romeike	Clippings (Trinidad)	32.76
6/10/65	Western Union	Telegrams (Trinidad)	30.10
6/10/65	Burrelle's	Clippings (Ontario)	48.98
6/10/65	Plastics World	Space (Nova Scotia)	50.00
6/24/65	Southwestern Bell Tele. Co.	Phone (Ontario)	3.86
6/24/65	Wide World Photos	Photos (Nova Scotia)	129.82
6/25/65	Kilroy Binders	Binding (Trinidad)	10.50
6/28/65	Trinidad Hilton	Lodging (Trinidad)	176.57
6/30/65	E. T. Ellenis	Luncheon (Trinidad)	10.00
6/30/65	Simax Stationery	Supplies (Nova Scotia)	101.40
6/30/65	Todd Photoprint	Stats (Trinidad)	41.86
6/30/65	M. Brown	Cab (Trinidad)	3.04
6/30/65	E. T. Ellenis	Expenses (Nova Scotia)	10.70
6/30/65	Cathay Travel	Airfare (Nova Scotia)	501.43
6/30/65	LaSalle Letter	Printing (Nova Sc.)	1083.33
6/30/65	LaSalle Letter	Printing (New So. Wales)	226.06

<u>Date of Payment</u>	<u>To</u>	<u>Purpose:</u>	<u>Amount:</u>
		Luncheon	
6/30/65	Sheraton Plaza Hotel	XXXXXX (Nova Scotia)	\$199.40
6/30/65	Chemical & Engineering News	Space (New So. Wales)	53.60
6/30/65	McGraw-Hill Publ.	Space (New So. Wales)	145.10
6/30/65	American Metal Market	Space (New So. Wales)	33.32
6/30/65	Journal of Commerce	Space (New So. Wales)	71.40
6/30/65	Frank Knight	Artwork (Trinidad)	726.91
6/30/65	Dun & Bradstreet	Publication (N. Scotia)	350.45
6/30/65	Drucker Hilbert	Photos (Trinidad)	28.08
7/6/65	Communications Typing	Typing (Ontario)	35.00
7/8/65	E. T. Ellenis	Expenses (Trinidad)	XXXX 19.98
7/15/65	Western Union	Cable (Nova Scotia)	26.93
7/15/65	Browns Letter	Printing (N. Scotia)	175.76
7/15/65	Rapid Motor	XX Truck (N. Scotia)	2.50
7/15/65	Todd Photoprint	Stats (N. Scotia)	16.78
7/15/65	Don Short	Research (N. Scotia)	750.00
7/15/65	Don Short	Expenses (N. Scotia)	315.27
7/15/65	Burrelle's	Clippings (N. Scotia)	85.18
7/15/65	Luce Romeike	Clippings (Trinidad)	38.37
7/15/65	Monetary Times	Space (Trinidad)	325.37
7/15/65	The Industrial Press	Space (New So. Wales)	32.00
7/15/65	Metalworking Magazine	Space (New So. Wales)	36.00
7/15/65	E. T. Ellenis	Expenses (N. Scotia)	11.18
7/15/65	E. T. Ellenis	Expenses (Trinidad)	.50
7/30/65	E. T. Ellenis	Expenses (N. Scotia)	21.90

August 2, 1963

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia
CANADA

Dear Stew:

Following are the highlights of DCI's activities on behalf of Nova Scotia for the month of July.

1. NOVA SCOTIA INVESTMENT LUNCHEONS: Began preliminary work on this promotion. Discussed alternative schedules for luncheons with John Wiley. Wired recommendations to you detailing reasons for the dates selected. Have written to Chicago, Los Angeles, and San Francisco asking whether dates are free on their Chambers of Commerce calendars.
2. U.S. NEWS & WORLD REPORT: Met with Ken Smith of this publication to discuss a possible "Nova Scotia Fights Back" feature aimed at top level executive and management group who read this magazine. Will be sending Smith follow-up letter and material within next few days.
3. UPCOMING NOVA SCOTIA NEWS TRIP: Met with Dave Francis, Christian Science Monitor, to discuss press tour of Nova Scotia during September. Drafted memo highlighting achievements of Nova Scotia's economic resurgence. I'll be in touch with you in the near future to discuss his trip arrangements. Tom Murray of Dan's Review may accompany Mr. Francis.
4. MEMO ON THE MINISTER'S SPEECH BEFORE THE TORONTO PRESS, AUGUST 19: Drafted letter outlining six possible news-pgs for the Minister's use. Took a number of commonly held misconceptions about Nova Scotia and one by one, built up positive picture based on current facts.

5. IRLINGTON: John Lord's first report resulting from the recent press tour appeared in the Financial Times of London. Subject: IRL's history, organization, achievements under Robert Manuge. Excellent coverage for IRL and Manuge who are cited as jointly responsible agents for the establishment of Clairmont, Valve, Deuterium of Canada, etc. plants in Nova Scotia. Lord is planning at least an other feature on voluntary planning.

6. AREA OF ACHIEVEMENT RELEASE: Have adapted your press release offering prize winning "Area of Achievement" for U.S. consumption. Expect to send it out next month to key U.S. newspapers and horizontal business publications.

7. INDUSTRIAL DEVELOPMENT MAGAZINE STUDY: Received a go-ahead from ID for a Nova Scotia survey to be published March 1966. Will be in touch with you shortly about the next step to be taken on this.

8. NOVA SCOTIA GARMENT STUDY PROMOTION: Drafted second list of manufacturers replying to Nova Scotia direct mail offering apparel guide. Discussed follow-up procedure with Sid Hughes and sent him list. Note: DCI sent out guide and "Area of Achievement" to over 100 textile-garment manufacturers this month.

Also: distributed garment study release to New York City, Boston, New England dailies and textile trade publications.

9. GARMENT MANUFACTURER INQUIRIES: Turned over inquiry from Clayton Hosiery Mills, Lowell, Massachusetts, to Sid Hughes for follow-up. Corresponded with Clayton, giving him tentative answer to tariff question but trying to focus his attention on the possibility of a Canadian market. Also involved in follow-up work on Jewel Togs case initiated via DCI promotion.

10. SPECIAL TOURISM STUDY: Forwarded evaluation report of the Digby Pines Hotel made by DCI tourism consultant Don Short to Mr. Knight. Report included specific recommendations on factors involved in purchase, improvement, operation and promotion of Digby Pines Motor Hotel.

11. TEMA CUP MATCH PRESS LIST: Was contacted by Henry Gates of your office for advice concerning what editors to invite to cover 1965 Intl. Tema Cup Match. DCI prepared a highly selective list of 35 editors from newspapers, TV networks, sports and general publications, etc., and forwarded to Mr. Gates. Also put forth suggestion aimed at an offer of free air fare for editors who attend.

Now, as you can see from the above, we are now at a point where we are moving rapidly in some aspects of our continuing program such as the garment study promotion, and just beginning work on several very large projects such as the investment luncheons and the INDUSTRIAL DEVELOPMENT study. The groundwork

for these promotions has been laid already and I expect to go full steam ahead on actual implementation once I return from my vacation on August 23. From where I sit now, it looks very much as though the months ahead will be full of great and time-consuming but rewarding effort.

Sincerely,

Manny Ellenis

LHE:sma
Encls.

July 2, 1965

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia
CANADA

Dear Stew:

The month of June turned out to be exceptionally productive and below are the more important highlights of DCI's activities on behalf of Nova Scotia:

1. NOVA SCOTIA PRESS TOUR: This came off rather well and I feel should be repeated. Both John Value of the Boston Globe and John Lord of the London Financial Times, thanks to your sensible scheduling, had an opportunity to meet the right people, see the right places, and to enjoy themselves thoroughly. Initial publicity results include a three column/2 photo story in the Boston Globe's financial section and a four column tourism story in the same issue. John Value will be writing more on Nova Scotia and I'll be sending clips up to you. John Lord will be writing four separate articles. I participated in interviews, took copious notes for use in our planned Nova Scotia study for Industrial Development Magazine.

2. GARMENT INDUSTRY PROMOTION: This involved three distinct steps last month including:

a) The mailing to selected list of northeast textile-garment manufacturers which to date has yielded 250 inquiries. Response better than expected, ordered additional copies to fulfill demand. Each inquirer receiving study plus your prize-winning "Area of Achievement" booklet.

b) Followed up by arranging trip of two Nova Scotia industrial development officers to New York and Boston week of June 26. In advance, DCI set up appointments in New York metropolitan area, sent Massachusetts prospect list to John Wilson in Boston.

c) Also drafted two press releases announcing availability of garment study to vertical industry garment press, general business press. Advance story published by "bible" of the industry, Women's Wear Daily.

3. BOSTON PRESS PUBLICITY: Following Mr. Knight's press luncheon, U.S. Investor Magazine published a two column story plus photograph. Magazine read by New England area investors, financial bond buyers.

4. AMERICAN MACHINIST: Provided editor with latest available material on pending Nova Scotia production of Japanese automobiles under licensing agreement. Will send story up to you when it appears.

5. BUSINESS WEEK: Discussed possible Nova Scotia story with Ron Taggiasco, Associate Foreign Business News Editor.

6. ENGINEER RECRUITMENT: Advised Mr. Knight on how Nova Scotia electronics company might solve its recruitment problem. Interviewed president of company involved, spoke to leading trade association and and electronics publications editors in New York, investigated specialized consultants, came up with specific recommendations.

7. ECONOMIC RESEARCH TOOL: Provided Miss Zilpha Linkletter with unique area development tool. This was S.I.C. break-down of major manufacturing activities which related payroll expenditures to extent of labor intensity.

8. INDUSTRIAL REALTORS TOUR: Discussed with BIR Executive Vice President who encouraged project. Suggested I explore possibilities with president of BIR's New England Chapter. Moving ahead on this project which should also include special press participation (National Real Estate Investor, Real Estate Editor, Boston Globe, etc.)

9. SPECIAL TOURISM STUDY: Mr. Knight requested DCI prepare analysis and profitability evaluation of Digby Pines Motor Hotel and Cottages. This was prepared last month and will be reported in full in a separate study which the Deputy Minister will be receiving next week.

10. CLAYTONE PLANT OPENING: Discussed with Nova Scotia plant manager, who liked project. Full plant expected to start operation April, 1966 and we should implement full scale press tour at that time to capitalize on this special event.

11. LICENSING PROGRAM: Forwarded to Deputy Minister three specific inquiries from U.S. plastics manufacturers arising from one-shot trial promotion program aimed at linking American companies with Nova Scotia firms for licensing, joint venture projects. A good beginning; we are ready to move ahead on a broader base on this "meet your Nova Scotia partner" program as soon as you give the word. U.S. companies who've responded: American Swimming Pool Industries, Colonial Plastics.

12. NEW YORK LIAISON: Met Mrs. Joan Nelson, Director, Nova Scotia Information Office in New York City. Briefed her on DCI activities in U.S. industrial promotion field on behalf of the province.

-- 3 --

That's it for June. As I've mentioned in recent letters, I enjoyed my trip to Nova Scotia immensely and feel that I obtained valuable insight into what makes Nova Scotia tick. Excellent beginning for big study in Industrial Development Magazine.

Sincerely,

Manny Ellenis

ETE:sma
Encls.

June 2, 1965

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia
CANADA

Dear Stew:

Following is a summary of work undertaken by DCI during the month of May on behalf of the Nova Scotia Department of Trade and Industry:

1. BOSTON SPECIAL EVENT: As you know, the Deputy Minister's press luncheon proved to be extremely successful both as a way of gaining short term publicity as well as creating a more informed climate before Boston business editors about the province.

Publicity achieved included a two column story and photo in the Boston Globe with stories indicated for the U.S. Investor and Boston Business Magazine. Editors attending also included those from the Herald Traveler, Record American, Christian Science Monitor, Fairchild Publications, Commercial Bulletin.

A meaningful achievement in Nova Scotia was the front page story in the Chronicle Herald accompanied by a photo of Mr. Knight, John Wilson and the head of the New England World Trade Center. Cape Breton Post also published photograph and caption.

DCI also prepared an advance press release for all Boston media, a three page release covering Mr. Knight's press luncheon comments, and made special photographic arrangements.

Story was carried by Associated Press, fed to Canadian Press through Toronto.

Mr. Knight was interviewed by Boston's WNAC-TV for the 6:30 P.M. news, May 20th. Also covered by WEDH-TV on 11:00 P.M. news.

2. U.S. EDITORS TRIP TO NOVA SCOTIA, JUNE 8-12: Invited John Lord, Financial Times of London, and John Value, Boston Globe, to tour Nova Scotia June 8-12 in order to prepare articles. They have both accepted. Tom Murray, Dun's Review & Modern Industry, has tentatively accepted for the month of July. This trip should produce solid publicity results as well as win influential new editorial friends for Nova Scotia.

3. SYNDICATED U.S. PRESS STORY: Our initial effort so far has produced 165 clippings and we are currently working on a second story-photo-feature. Clairtone, because it is so new and also because it involves a sophisticated electronic age operation, will be the focus of this second syndicated piece. Will send you draft within two weeks.

4. JAPANESE MISSION STORY: Drafted and sent to key U.S. papers, story on team of Nova Scotia Government officials going to Far East to attract new investments. Initial pick-up included story in the N.Y. World Telegram & Sun.

5. CARMENT STUDY PROMOTION: During the month, produced 300 copies of the "Guide to Textile-Apparel Manufacturing Opportunities in Nova Scotia, Canada". This is for use in direct mail and industrial publicity program aimed at getting appointments for Trade and Industry staff in New York State and New England the week of June 21st. Offered study to Women's Wear Daily on an advance exclusive basis.

Project included draft direct mail letter signed by Deputy Minister suggesting manufacturers request new Guide. Also postal reply card to facilitate responses. You approved basic letter over the telephone.

Also involved special computerized screening process designed to aim mailing at New York State and all New England textile-apparel manufacturers employing 50 or more workers, in S.I.C. categories 22-23. Mailing is scheduled to go out the week of June 1st, with DCI handling inquiries, feeding them to Sid Hughes for follow-up.

6. ENGINEER RECRUITMENT: Began work on proposed program aimed at recruiting electronics engineers and technical personnel for one of Nova Scotia's largest companies. Will get to you within next week.

7. INDUSTRIAL PROSPECT: At request of Sid Hughes, discussed with president of Scher Textiles his specific relocation plans involving existing North Carolina chenille products plant. Relayed preliminary findings to Mr. Hughes, obtained D & B report, maintained open channel of communications.

8. NOVA SCOTIA EXPORT PROGRAM: Two developments here - sent to Mr. Knight copy of Foreign Trade Magazine article, "How To Work Out Export Prices" for use in lining up Boston sales mission; also told him about New York sales representative currently selling Canadian furniture in the U.S. and who's interested in what Nova Scotia has to offer in the medium priced field.

9. BUSINESS CONVENTION: Furnished Keltic Lodge material to Young Presidents Organization for consideration. YPO's New England Section now evaluating material for 1966 meeting in early fall. Plan meeting next week with a leading group travel merchandiser specializing in business conventions in order to uncover many additional possibilities.

10. TUNA CUP MATCH: Looked into costs of renting photo wire and technician with both Associated Press and United Press International. Sent facts and figures up to you.

11. N.Y. WORLD'S FAIR: Made on the spot survey of new Canadian beer parlour which opened this season. Sent observations and recommendations to the Deputy Minister.

Stew, that covers the month of May. It turned out to be diverse, exciting and indicative of the program ahead. I now plan to accompany the business editors to Nova Scotia June 8th and look forward to seeing you then.

Sincerely,

Manny Ellenis

MEP:smm
Encls.

May 3, 1965

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia
CANADA

Dear Stew:

Here are the major activities and achievements resulting from DCI's work in the U.S. on behalf of the Department of Trade and Industry for the month of April:

1. BOSTON PUBLICITY -- For the Deputy Minister, outlined publicity program to spell out Nova Scotia's profit potential for area manufacturers. Activity to coincide with Mr. Knight's two talks in Boston May 20, 22.
2. BOSTON SALES MISSION -- Also spelled out how the Department might effectively initiate the province's first sales mission to the U.S., with Boston the first target city. Activity would include publicity, direct selling by manufacturers, display of leading Nova Scotia products with export potential.
3. U.S. EDITORS' TRIPS TO N.S. -- Met with John Lord, Financial Times of London, who has definitely decided to visit the province, probably early next month when Mr. Jones and Mr. Manuge return from their tour of Asia. Also working with Tom Murray of Dun's Review and Modern Industry to make trip same time. Lord planning four part series.
4. JOINT VENTURE PROMOTION -- Prepared series of inquiry getting advertisements on specific Nova Scotia firms seeking U.S. partners. To appear in the Wall Street Journal, Steel, Iron Age, Electronics, Plastic Week, etc. Also sending to major Chambers of Commerce in key U.S. cities where DCI has personal contacts. For issuance in World Trade Newsletters. Project will be implemented following clearance from you.

5. GARMENT STUDY PROMOTION -- Made final editorial changes, incorporated some new material, sent to the printer. Proofs expected this week. Began drafting direct mail letter.

6. PRESS RELEASES -- Sent story on offshore drilling to petroleum publications; began work on Nova Scotia Investment Mission to Japan, Hong-Kong; note DCI Tuna Award Photo Story appeared in N.S. Chronicle Herald. Also note: "How To Reel In New Industry" piece has now appeared in more than 150 U.S. newspapers.

7. BUSINESS CONVENTION: In meeting with Peter DuPont, Young Presidents Organization, proposed YPO's New England Chapter meet at Keltic Lodge this fall. DuPont requested full particulars.

8. INTERNATIONAL TUNA CUP MATCH -- Checked into costs of renting photo wire machine and operator with United Press International. Now checking with Associated Press.

9. At your request, checked Annan Photos Features which requested color transparencies for use in textbooks. Recommended you supply needed photos.

10. Also at your request, Frank Knight, DCI artidirector, created a series of symbols for Industrial Estates Ltd. and the N.S. Electric Power Commission. Sent to you in late April.

11. Requested by Jerry Redmond to look into the possibility of Nova Scotia participating in the revamped N.Y. World's Fair Pavilion which will feature Canada.

That's it for April.

Sincerely,

Manny Ellenis

ETE:amm
Encls.

April 1, 1965

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia
CANADA

Dear Stew:

Highlights of DCI's major activities in the U.S. on behalf of Nova Scotia during the month of March are as follows:

1. For AMERICAN BANKER, only daily U.S. banking publication, drafted 1,000 word article in the Minister's name covering Nova Scotia's economic growth in recent years. Also provided pictures and captions. Due to appear April 6th.
2. For your Nova Scotia Newsletter wrote 2,000 word article describing the many promotional techniques used by the province to attract U.S. industry. Also provided supporting material.
3. For the FINANCIAL TIMES OF LONDON provided special background material to sell N.Y. correspondent, John Lord, on coming up to Nova Scotia to do four part series.
4. For DUN'S REVIEW AND MODERN INDUSTRY discussed with Tom Murray, associate editor, possibility of feature article on the new Nova Scotia. Murray asked me to put highlights on paper.
5. For International Executives Association 46th Annual Conference prepared suggested discussion themes for Deputy Minister who appeared on Developed-Developing Nations panel. Set up and supervised pictures, serviced to Canadian and New York City newspapers; also to BUSINESS ABROAD Magazine and Dun & Bradstreet's INTERNATIONAL TRADE REVIEW. First result:

three column photo story appeared in last Friday's Nova Scotia CHRONICLE HERALD (business section). Spent considerable time with Mr. Knight discussing next year's program.

6. For Deputy Minister Y.M. Knight arranged for Dr. A.S. Bayles, Port Washington, Long Island, to come to New York to receive plaque (and a beautiful one, too) for catching the largest giant blue fin tuna in Nova Scotian waters in 1964. Set up photographs.

7. Sent you latest returns on syndicated "How To Read In New Industry" photo feature which to date has appeared in 95 U.S. newspapers. Big success, suggest we try another one in next few months.

8. Discussed with Commerce and Industry Association in New York possibility of publishing descriptions of Nova Scotia companies seeking U.S. partners in organization's newsletter which goes to 15,000 New York area manufacturers. Got favorable reaction.

9. Checked over Nova Scotia garment industry study returned to DCI by Miss Linkletter. Worked on detailed promotion program to be coordinated with Sid Hughes' follow-up schedule.

Stew, that covers a most productive month. Now working on the new program which Ted Levine and I will be presenting to you, Mr. Jones and Mr. Knight on April 8-9. Have come up with a number of new ideas which I think you will find of special interest. As always, enjoy working with you and look forward to seeing you on the 8th.

Best regards.

Sincerely,

Manny Ellenis

MEK:sam
Encls.

March 2, 1965

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Halifax, Nova Scotia
CANADA

Dear Stew:

Here is our report for the month of February covering highlights of major activities and achievements in which DCI was involved:

1. Using the original Nova Scotia garment study as a basic format, added new research to produce a report which DCI will be offering to east coast U.S. garment manufacturers via direct mail and publicity. DCI will handle production, merchandising and fulfillment and will speed inquiries up to you in an organized manner to ensure efficient follow-up. Would like mailing to go out by mid-month.
2. Proposed that either W.S.K. Jones or V.M. Knight appear on International Executives Association panel session on problems of developed and developing nations (March 23). This promises to be a top level show. Panelists will include ambassadors and other high ranking dignitaries from African nations, India, Latin America and the U.S.
3. At your request, compiled special list of travel editors from New England, New York, Pennsylvania, New Jersey newspapers. Also added prestige women's and men's magazines - Vogue, Sports Illustrated, Esquire, etc. For use in Nova Scotia Spring Travel Press Packet.
4. Also at your request, advised you on how best to handle U.S. sports fishing writers vis-a-vis the International Tuna Cup Match in 1965. Advice received reflected experience of DCI travel consultant, Don Short, who has done considerable big game fishing tournament promotion in the U.S.

5. Began researching and first draft writing piece for Nova Scotia newsletter on U.S. investment growth in Nova Scotia, current opportunities. For your March issue.

6. Contacted Society of Industrial Realtors, got photographs of W.B.K. Jones and SIR president taken in Houston. Sent prints to you, placed with U.S. publications, including Industrial Development Magazine.

7. Received first two results of "How To Reel In New Industry" syndicated piece. Manheim, Pa., Berner and Shickshinny, Pa., Echo.

8. Following your initial go-ahead began assembling possible guest lists for Boston investment luncheon tentatively scheduled for last week of May, 1965. Would represent first big project of 1965-66 program.

9. Plotted out main outlines of DCI's U.S. Investment Program for Nova Scotia in the coming fiscal year. You should receive this week or early next week. Will follow basic outlines I presented in person on my recent trip to Halifax. Also proposing Los Angeles-San Francisco investment luncheons to propel Nova Scotia image in those key market areas for the first time.

10. Sent V.M. Knight comprehensive list of leading U.S. consultants specializing in arranging for licensing agreements between American manufacturers and foreign firms.

11. Sent up to you for evaluation names of two U.S. manufacturers who are interested in obtaining information on Nova Scotia. Names came from Industrial Development Magazine.

12. Press publicity result of second DCI placed International Tuna Cup Match release - write-up in Oscar Godbout's New York Times fishing column.

That covers the major highlights for February. Think you will like program for 1965-66. Both Ted Levine and I plan on coming up to Halifax to review it with you first hand and get it on the road.

Sincerely,

Manny Allanis

MTS:smm
Encl.

ONTARIO

March 2, 1965

Mr. Peter A. York, Director
Trade and Industry Branch
Ontario Department of Economics and Development
950 Yonge Street
Toronto, Ontario
CANADA

Dear Peter:

I have herein summarized the highlights of activities and achievements in which Development Counsellors International was involved in February on behalf of the Trade and Industry Branch:

1. Follow-Up Publicity Results - Minister's Talk in New York

Late last month, you recall, DCI placed Mr. Randall's speech in the influential publication, VITAL SPEECHES. As promised, VITAL SPEECHES published the full text of the Minister's talk in its February 2 issue in company with major talks by Adlai Stevenson and Dwight Eisenhower.

2. Baltimore Business Opportunity Mission, Feb. 2-4th

DCI activities and results on this project included:

- . On the spot coverage which produced television interviews for Don Holland on ABC, CBS, NBC-TV, and radio station WEEI.
- . Also included stories in the Baltimore Evening Sun, Baltimore Morning Sun, Baltimore News American, (plus two column photo of Don Holland and Neil Probyn), Baltimore Daily Record, (two big stories), plus good sized advance stories in each of these papers.
- . Made all necessary arrangements for Ontario Government reception Feb. 2nd attended by about 70 of Baltimore's leading businessmen.

- . Drafted follow-up letter for possible use by Don Holland advising prospects to contact Neil Probyn's office for additional information.

3. Houston Business Opportunity Mission, March 2-4th:

Advance work included:

- . Screened Houston manufacturers Directory for primary appointments mailing. Extended mailing to include manufacturers and sales agents in Dallas and Ft. Worth.
- . Doubled size of inquiry getting daily advertising and adopted new format which will publicize all mission members each day.
- . Arranged for you to speak before the Houston Chamber of Commerce's International Business Committee Luncheon, Wednesday, March 3rd, at the World Trade Club. Sent program chairman suggested speech introduction.
- . Revised somewhat basic speech used by Don Holland in Baltimore, originally drafted by DCI.
- . Arranged for you to meet Houston Mayor Louis Welch, Tuesday, 9:30 A.M. You are to receive the key to the city.
- . Setup press interviews with the business editors of the Houston Post and Houston Chronicle.
- . Revised letter of invitation for Ontario Government reception at Petroleum Club, Tuesday, March 2nd in Houston. Handled all mechanics, including RSVPs.
- . Also revised basic letter to manufacturers and sales agents, playing up free trade agreement in auto parts as reason to look into Ontario possibilities now.

4. Other Project Work and Suggestions

- . Drafted suggested DCI program for Trade and Industry Branch, fiscal 1965-66 in preparation for our meeting with you, Tuesday, March 9th, 10:00 A.M. in your office in Toronto.
- . Came up with potentially strong promotion for Ontario export program tie in with the convention of the National Association of Purchasing Agents in New York, May 16-18. Would include exhibit, sales mission,

publicity, follow-up direct mail to 6,000 U.S. corporate purchasing agents attending. See this as first major project for new fiscal year program. Discussed with Neil Probyn and Grant Clouse and an editor with Purchasing Week Magazine - got uniformly favorable reaction.

- . Suggested to the Commerce and Industry Association of New York that Mr. Randall would make an excellent speaker for a luncheon meeting of its inner circle - Members Council. This is the elite of the elite of businessmen in New York. Good initial response. Will follow-up. Seems likely for next fall - October or November.
- . Began to get publicity results of recent DCI inspired Ontario press placements - Advertising Age, Travel Weekly, New York Post. Also wrote release on Minister's talk before Canadian group of air conditioners, distributors and sent out.
- . Sent to you U.S. News and World Report write-up of effect of new agreement in auto parts.

That just about covers the more important highlights.

Sincerely,

Nancy Ellenis

ETE:sun
Encls.

April 15, 1965

Mr. Peter A. York, Director
Trade and Industry Branch
Ontario Department of Economics and Development
950 Yonge Street
Toronto, Ontario
CANADA

Dear Peter:

Here is our monthly accounting of highlights of major activities undertaken by DCI during March on behalf of the Trade and Industry Branch in the U.S.:

1. Houston Business Opportunity Mission, March 2-4th:

On the spot work and achievements included:

- Newspaper publicity included five different stories in the Houston Chronicle and the Houston Post. Also coverage in the Gulf International Trader.

- Presentation of the key to the city by Houston's Mayor to the Director of the Trade and Industry Branch.

- Television coverage on NBC-TV affiliate in Houston plus continuous radio pick-ups based on DCI advance promotion.

- Made all last minute arrangements for your talk before the International Business Committee of the Houston Chamber of Commerce (attended by 50 businessmen).

- Working with local Bank of Nova Scotia representative, arranged for Ontario Government reception at the Petroleum Club, handled incoming guests, saw to it that the function moved smoothly.

2. Other Work And Achievements:

. Drafted 1,000 word article in the Minister's name for the American Banker Magazine. Will be appearing April 6th.

. After consulting with Neil Probyn, drafted two page release for U.S. fashion garment press headlined: "Thirty Top U.S. Softgoods Buyers To Attend Canadian Fashion Design Show."

. Continued trade press pick-up on releases adapted from Don Beene's materials for U.S. press consumption: Furniture World used story on U.S. buyer jaunt to Toronto Furniture Show while Travel Weekly picked up special release on Mr. Randall's talk on effect of tourism on Ontario's economy.

. Also, with 10 new clippings received on Ontario Fur Cumberbund story, total pick-ups in U.S. papers achieved to date exceed 260.

. Discussed with Frank Mooney possibility of attending American Management Seminar on Licensing Abroad (May 3-7) along same lines as recent AMA workshop on Investing in Canada. Will check out with AMA.

. Researched and prepared proposed program for Trade and Industry Branch in the U.S. for fiscal 1965-66 with emphasis on follow-up on leads, pre-screening on new Business Opportunity Missions, use of Mr. Randall as "Mr. Ontario" in Minister's Luncheons. Presented to Deputy Minister, Director of the Trade and Industry Branch, the Minister's Executive Assistant, and key members on April 1st.

Sincerely,

Manny Ellenis

EFE:sms
Encls.

August 3, 1965

Dr. Arthur Danning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES -- July 1965

Highlights of this month's activities included:

. Small Space Advertising: During the month final ads in current series aimed at eliciting inquiries for NSW based companies were published and an analysis was begun of media effectiveness.

. Chase Manhattan Bank: Advised NSW Commissioner on evaluation of recent Chase Manhattan Bank seminar on Australia as possible forerunner for get togethers on individual states, the first of which would be New South Wales.

. N.Y. WORLD TELEGRAM: Arranged for interview between NSW Commissioner and IM Germain, a top financial reporter.

. "Flair" (ABC Radio Network): Arranged for appearance by the NSW Commissioner on this American Broadcasting Company network program reaching an estimated 300 U.S. stations on weekend time. Investigating additional radio-television appearances possibilities.

. Possible Future Mission Program: Suggested "minor investment mission" to Newark, N.J., for the fall of 1965, and came up with list of all manufacturers in this major industrial area.

. Direct Mail: Drafted special letter aimed at encouraging middle sized companies in the New York metropolitan area to contact NSW Centre for possible partnership opportunities.

. Conventions and Meetings: Provided NSW Commissioner with detailed listing of conventions in New York metropolitan area with suggestions for attendance and exhibition. Also provided special listing of four major machine tool shows throughout the U.S. with details.

. Fifth Avenue Window: Suggested possibility of window display on L4'1 Abner cartoon sequence involving Sydney, Australia. Turned down.

. PACIFIC COMMERCE: Queried editor on possibility of special story featuring NSW as unusual "corporate marriage broker."

. NEWS FRONT: Provided NSW Commissioner with further listings of U.S. manufacturing companies with sales of over \$30 million and recommended that these be cross checked against U.S. companies in Australia and NSW with residue yielding direct contact possibilities.

. Supporting Advertising: During the month alerted NSW Commissioner to two advertising campaigns in the U.S. of considerable interest:
a) Bank of New South Wales; b) Canadian Club.

. BUSINESS INTERNATIONAL: Provided Commissioner with clipping containing major error about NSW and suggestion that he contact publication directly.

Sincerely,

Ted M. Levine

TDL:ngb
Encl.

July 7, 1965

Dr. Arthur Denning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES -- June 1965

Highlights of this month's activities included:

. Chicago Promotion: Made final arrangements, and NSW Centre investment mission team led by Commissioner carried out this activity during the month. Direct mailing results highly favorable as apparently were all hotel accommodations and facilities.

. Additional Mission Sites: Suggested to the Commissioner five additional sites for Chicago-type promotion once the results of this project have been fully analyzed based on both statistical analysis and DCI experience.

. Analysis of Major U.S. Corporations: Examined listing of over 400 U.S. companies (sales between \$100 million and \$1 billion); listed major manufacturing "blue chips" that apparently have no operations or associations in Australia and proposed procedure to reach these companies.

. Radio and Television: During the month began work on analyzing possibilities of placement of NSW Centre and distinguished Australian visitors on serious format type radio and television program of the "Meet the Press" caliber.

. Decentralization: Sent to the Commissioner long term proposal for increased accent on decentralization opportunities particularly in terms of new American-Canadian facility in Gosford.

. NSW Window Display: Suggested possibility of July or August display, "Li'l Abner Goes to Sydney." Checked out any possible legal difficulties.

. Small Space "Partnership" Advertising: During the month specialized case advertisements came out in trade media in both the chemicals and engineering areas.

. Special Publicity: Began work on special program to revise small space advertisements into inquiry-aimed publicity, particularly targeted at trade association newsletters and industrial publications.

. Commissioner's Trip to Georgia: Aided the NSW Commissioner in providing names for possible contact during visit to Atlanta.

. NSW Public Service: Provided Commissioner with further information from New Jersey Civil Service Commissioner as to possible "bonding" of state employees.

. New York-New Jersey Promotion: At month's end began work on proposal for New York Metropolitan area.

Sincerely,

Ted M. Levine

TDL:mg
Att.

May 28, 1965

Dr. Arthur Denning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES -- May 1965

Highlights of this month's activities included:

. Chicago Promotion: After series of revisions, prepared and sent direct mailing announcing this investment mission to about 600 manufacturers. Initial reaction appears favorable. Made arrangements for hotel accommodations and facilities as well as photographic services. Advised Commissioner on details involving this upcoming pilot-type project.

. Small Space Advertising: After conference with NSW Commissioner heavily increased use of this device. Developed and placed 12 insertions in vertical trade press publications and discussed system for reporting and follow-up.

. NSW Public Service: Provided Commissioner with information on methods used to encourage U.S. state and Federal government employees to remain in service after government sponsored or aided training programs.

. Operations Research: Provided Centre with names of possible information sources on operations research particularly within government to aid visiting NSW Public Service Assistant Inspector.

. Role of Development Institutions: Provided Commissioner with additional material on U.S. development organizations and also described to him one major consultant that is currently negotiating a joint venture in Sydney.

. Partnership Cases Publicity: At month's end arranged for system to release edited small space advertisements to business-trade-technical and professional press as further aid to qualified inquiries.

• Special Assistance to Centre: Provided Centre with directory of the plastics industry to help NSW manufacturer visitor make meaningful direct contacts. Also provided staff member with advice on oilfield equipment manufacturers.

• Sydney Engineering Show: Began discussion on idea of using this August event as opportunity to encourage investor travel for on-the-spot appraisal.

• Direct Mail Promotion: Made initial suggestions of increased use of personalized direct mail and "automated" prospect selection for possible pilot activity in the future.

• "What U.S. Companies Are Doing In New South Wales": After series of discussions on this DOI-suggested material, it was decided that this approach could be utilized more effectively in the form of a periodic newsletter-type of communication.

Sincerely,

Ted M. Levine

201204
100.

May 3, 1965

Dr. Arthur Denning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES -- April 1965

Highlights of this month's activities included:

. Chicago Promotion: Discussed with Official Secretary and Commissioner revisions in suggested plan for Investment Mission to Chicago now tentatively scheduled for June.

. Small Space Advertising: Arranged for special joint venture advertisement on one NSW firm (laminated plastics) and drafted seven additional ads as stepped up joint venture promotion program.

. Bank of America Advertisement: Provided Commissioner with full media and cost details on DCI suggested ad in Bank's "Man on the spot" series.

. New York State Trade Mission to the Far East: Alerted NSW Commissioner to this Mission led by New York State Commissioner of Commerce which has as secondary objective pursuance of licensing arrangement possibilities.

. Role of Educational Institutions, Private Consultants in Economic Development: Provided NSW Commissioner with specialized materials and analyses of North American use by development agencies of these outside advisers. Presented specific materials on such organizations as Midwest Research Institute, Georgia Institute of Technology, Committee for Economic Development, Arthur D. Little, etc.

. American Industrial Development Council: Contacted Secretary of this top North American development organization who at DCI's suggestion submitted report to the NSW Commissioner on economic development strategy and tactics in the U.S. and Canada. Suggested to NSW Commissioner that Mr. Preston might be helpful in terms of specialized further information and advice.

. "What U.S. Companies Are Doing in New South Wales": Provided revised copy on this suggested booklet and special publicity program; added companies that have extended operations during the past year.

. U.S. NEWS & WORLD REPORT: Suggested to NSW Commissioner possibility of encouraging this publication to assign on-the-spot correspondent as result of two articles that have come out involving Australia.

. American Management Association: Arranged for receiving papers and biographies on upcoming A.M.A. Briefing Session on Operating and Licensing Abroad.

. Quase Manhattan Bank Investment Seminar on Australia: Inquired on possible attendance and participation by NSW Centre in this seminar which took place toward month's end.

Sincerely,

Ted M. Levine

TML:ngb
Att.

April 1, 1965

Dr. Arthur Denning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES -- March 1965

Highlights of this month's activities included:

- . Bank of America: Suggested DCI ad in "man-on-the-spot" series on Sydney appeared during the month. Total schedule includes TIME, NEWSWEEK, BUSINESS WEEK, FORTUNE; represents a total advertising cost of over \$105,000 and circulation of close to 8 million.
- . COMMERCIAL & FINANCIAL CHRONICLE: Arranged for reprinting of article bylined by the Commissioner on 1964 record and 1965 projections in terms of investment opportunities.
- . Chicago Promotion: Outlined detailed plan for combined investment promotion and public appearances in 3-man mission.
- . Chemical Bank New York Trust Co.: Approached on possible tie-in similar to Bank of America. Bank will be coming up with Survey on Australia and was interested in using the NSW Commissioner as one of the major authorities.
- . Case History Advertisements: Suggested expanded program of small space advertisements on individual Australian companies seeking licensing arrangements or joint venture arrangements.
- . International Executives Association: NSW Official Secretary substituted for the Commissioner at March 23 panel session. Provided him with detailed draft paper suggesting eight themes he might wish to comment upon at this get together.
- . New South Wales Window Display: Suggested and laid out simple display headlined "Partnership Help Wanted: Australia" visualized by a blow-up of a help wanted ad.

."What U.S. Companies are Doing in New South Wales, Australia:"
Presented five draft releases for promotion of this paper as a meaningful device for establishing the central position of the New South Wales Centre as a business information source.

. U.S. NEWS & WORLD REPORT: Somewhat unfavorable article appeared with Melbourne dateline during the month. Discussed with Official Secretary possibility that inquiries within this article could be used as a device to encourage the publication to set up an Australia-New Zealand bureau in Sydney.

. President Johnson's Voluntary Curb on Investments: Discussed with New South Wales Official Secretary various ways this U.S. administration position might be turned to the advantage of the NSW Centre including a possible press interview with the Commissioner upon his return to New York.

Sincerely,

Ted M. Levine

EDL:mg
Att.

March 1, 1965

Dr. Arthur Denning
Commissioner
New South Wales Centre
600 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES -- FEBRUARY 1965

Highlights of this month's activities included:

. COMMERCIAL & FINANCIAL CHRONICLE: Article bylined by the Commissioner on NSW 1964 record and projections for 1965 appeared. Reprint suggested.

. "ABOUT 25 U.S. COMPANIES ARE DOING IN NEW SOUTH WALES, AUSTRALIA": Discussions with Commissioner led to revisions as well as submission of suggested publicity release in this inquiry and prestige building suggested promotion.

. International Executives Association Annual Meeting: Discussed with IEA officials panel position of the Commissioner in this important annual meeting.

. "Australia's Front Door": Revision submitted for review on basic given piece describing functions of Centre.

. Fifth Avenue Window: Suggested new window themed to "Partnership Help Wanted" idea.

. WALL STREET JOURNAL: Final advertisements in three month series appeared ending this "Australia's Front Door" campaign.

. SYDNEY MORNING HERALD: Advised Commissioner on current feature being written on Centre's activities in North America.

. Richard Johnson's Voluntary Cables on Investment: Discussed with Commissioner implications of this particularly insofar as licensing and joint venture arrangements are concerned.

. Toro Manufacturing Co.: Alerted Commissioner to business trip by Vice President of this company to Sydney particularly seeking licensing, joint venture possibilities.

. American Management Association: As a result of earlier discussions, AMA Centre materials distributed at Australia seminar and attendance without cost arranged for Centre staff.

. Gantry Cranes: Suggested direct mail technique rather than space advertising in efforts by State Dockyard to purchase equipment. Provided to Centre list of possible prospects.

Sincerely,

Ted M. Levine

TML:mg
Encl.

February 1, 1965

Dr. Arthur Denning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES - January 1965

Highlights of this month's activities included:

. NEW YORK TIMES: Continued to provide information growing out of interview with NSW Commissioner with publication of major story highlighting NSW Centre in Sunday, N.Y. TIMES, Jan. 24.

. U.S. NEWS & WORLD REPORT: At month's end this important business publication had published an article based on the TIMES' story and subsequent interview with the Commissioner.

. COMMERCIAL & FINANCIAL CHRONICLE: Article submitted in which NSW Commissioner evaluated 1964 and predicted certain trends in 1965.

. "What 25 Companies Are Doing in New South Wales": Presented special report on activities of U.S. companies in NSW as basis for special promotion aimed at emphasizing the dominant industrial position of this state in Australia.

. HUN'S REVIEW & MODERN INDUSTRY: Supplied additional information on NSW Centre for possible major feature on foreign government investment development organizations in the U.S.

. WALL STREET JOURNAL: During month special "Australia's Front Door" advertising campaign with different headline each week appeared with increasingly strong position, particularly on page 2.

. American Management Association: As a result of discussions, AMA offered to provide space at upcoming Australian conference for NSW staff member, to distribute NSW Centre materials and to include NSW Commissioner as speaker in next year's program.

. Sterling Films: This service in terms of motion picture placement was discontinued during the month.

. INDUSTRIAL DEVELOPMENT: Continued to feature summary of NSW major article (September) in both their January and February issues.

. Contract Arrangements: As a result of a series of discussions between DCI and the Commissioner, future work assignments were more clearly defined and limited, and a new financial arrangement to encompass the period January-May was arrived at.

Sincerely,

Ted M. Levine

TML:mgb
Att.

February 2, 1965

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad & Tobago Industrial Development
Corporation, January 1965

Dear Mr. Ramscoo:

The major feature of this month's activities was a series of conferences in Port of Spain analyzing the IDC promotion and sales program in North America during 1964 and defining its scope, thrust and objectives for the calendar year 1965.

Other highlights included the Caribbean Weekend which took place at month's end and continued discussions in terms of the BWIA 727 Inaugural Flight as a showcase for Trinidad's industrial development program.

Summary of January activities included:

1. Arranged for participation in Caribbean Weekend, Chalfonte Haddon Hall, Atlantic City, N.J. Among highlights:
 - a) Total attendance reached an estimated 2000
 - b) Radio coverage including MBS went out to an estimated 20 million people coast-to-coast in the U.S.
 - c) Arrangements made for distribution of IDC and other Trinidad-related materials to all weekend guests.
 - d) Complete photographic and publicity service on events arising out of this special promotion.
2. Provided information to N.Y. TIMES reporter which aided two major stories that appeared in this all important medium during January.
3. Prepared special display panel on Trinidad's industrial potential for use at Caribbean Weekend and for other future exhibitions in which IDC participates.
4. A heavy budget of developments in connection with hotel development study including:
 - a) Distribution of three physical products of the study as directed by North American Director.

- b) HOTEL BULLETIN, an important trade publication, published major story on study resulting from previous press conference. At this point virtually every hotel and tourist trade publication has now included big space features on this study.
- 5. Discussed with Pan American Airlines possibility of special reprint on BUSINESS ABROAD story that appeared during the month (interestingly enough, of 110 countries discussed in the new book "Passports and Profits," only Trinidad was selected by this weekly international publication for reprint).
- 6. Arranged for editorial Trinidad visit by Mr. Clarence Wright, KIPPLINGER WASHINGTON LETTER which took place in mid-month. Mr. Wright indicated that he was "amazed" at the current productiveness and potential of the Trinidad economy.
- 7. CLEARING HOUSE, official publication of the Caribbean Organization carried feature on IDC's Trinidad-Tobago shoe opportunities study. Additional stories during the month appeared in these specialized publications: BUSINESS ABROAD, CARIBBEAN REPORT, COMMERCE & INDUSTRY ASSOCIATION NEWS BULLETIN.
- 8. Carried out further work in connection with two upcoming meetings in which Trinidad will be featured in February:
 - a) Commerce and Industry Association
 - b) International Executives Association
- 9. Investigated possibility of North American Director appearing before the Society for International Development's annual meeting within panel of "small country" developers.
- 10. Set up tentative advertising schedule of media and approach for 1965.
- 11. From January 20-31 DCI's president accompanied the North American Director on a business visit to Trinidad. Major activities included:
 - a) Meetings with the representatives of Trinidad trade associations to discuss common problems and potential including TMA, Chamber of Commerce and Businessmen's Association.

- b) Private businessmen with whom investment promotion might be jointly sparked including executives of the First National City Bank, Neal & Massey, Y. de Lima, L. J. Williams, Angostura, General Telephone & Electronics, Modern Methods, Modern Metal Furniture Manufacturing Company.
- c) Designed two special "prototype" sample sheets on Trinidad companies interested in joint ventures or export.
- d) Assisted IDC-NA Director in presentation to the IDC Board of promotion and sales program for the current calendar year.

Note: As of month's end, one major financial matter was still outstanding: the final payment on the hotel development study. It is understood that arrangements have now been made to remedy this situation.

Sincerely,

Ted M. Levine

March 1, 1965

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad & Tobago Industrial Development
Corporation, February 1965

Dear Mr. Ramsco:

Major activities during the month were two meetings on Trinidad and Tobago by the New York Commerce and Industry Association and the International Executives Association. During the month plans were laid on a series of other major promotions including the opening of the U.S. Chamber, the BWIA Inaugural Flight and the Caribbean Exhibition in Port of Spain. Excellent articles appeared in **BUSINESS INTERNATIONAL** and **LATIN AMERICAN HIGHLIGHTS** (Chase Manhattan Bank).

Summary of February activities includes:

1. **KIPLINGER NEWSLETTER**: Final arrangements made on article now planned for early March. Initial indications are that Trinidad should dominate this special West Indies report.
2. **LATIN AMERICAN HIGHLIGHTS**, Chase Manhattan Bank: Favorable annual article summarizing economic progress and investment potential.
3. **BUSINESS INTERNATIONAL**: Highly favorable article on Trinidad & Tobago in this important (subscription price \$180) and usually critical U.S. "blue chip" business newsletter. Significantly article contrasted with story strongly critical of Puerto Rico's "Operation Bootstrap" program on facing page.
4. Arranged for **JOURNAL OF COMMERCE** interview with IDC-MA Director and for possible continuous editorial coverage on Trinidad visitors.
5. Series of discussions with IDC-MA Director on Trinidad-Tobago U.S. Chamber of Commerce. Tentatively reserved New York Hilton room for opening dinner.

6. Arranged for Commerce & Industry Association address by Trinidad & Tobago Ambassador which took place during the month. First West Indies speaker before this highly influential group mainly of top executives in manufacturing corporations. Unusually high attendance of close to 200 people. Heavy emphasis on investment potential and IDC program.
7. International Executives Association: Arranged for address by IDC-NA Director which took place toward month's end. Special additional feature was endorsement of Trinidad business by Vice President, General Telephone & Electronics. Editorial coverage in the JOURNAL OF COMMERCE.
8. Suggested follow-up direct mailing to attendees at both meetings by IDC-NA Director.
9. Launched special experimental project on joint ventures, exports with two Trinidad firms. Will combine press publicity and direct mail.
10. Advised IDC-NA Director as to implications of President Johnson's request for voluntary curbs on overseas direct investment.
11. In the absence of NA-IDC Director, attended and spoke before meeting of Gayup organization. Attendance: about 100.
12. Followed up on Caribbean Weekend promotion, Atlantic City, including sending all press and radio tap materials to IDC-POS. Major publicity stories on Trinidad-Tobago Ambassador's participation in this event appeared in both the ATLANTIC CITY PRESS and the BOARDWALK.
13. Drafted and presented for review to the NA-IDC Director combined advertising, direct mail and publicity program pegged to upcoming Caribbean Exhibition.
14. Jointly with NA-IDC Director provided BWIA with updated list and suggested participants in 727 Inaugural Flight.
15. Began on program to provide feasibility study material pinpointing cost advantages of Trinidad operation for specific industrial product categories.

Sincerely,

Ted M. Lavine

TEML:mgd
Encl.

April 1, 1965

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad & Tobago Industrial Development
Corporation, March 1965

Dear Mr. Hansoo:

Major activities during the month centered upon the opening of the Trinidad & Tobago Chamber of Commerce of the U.S.A. and the combined advertising-direct mail-publicity campaign featuring the upcoming Caribbean Exhibition in Port of Spain. During the month a new system of preliminary feasibility research was developed.

Summary of March activities includes:

1. Trinidad & Tobago U.S. Chamber: Opening took place March 24 at the New York Hilton. DCI's role included: selection of site, handling of invitations, menu and decoration, entertainment arrangements, press coverage, assistance in selecting and preparing speakers, arranging program, aiding in the establishment of the Chamber. Initial publicity included stories in the N.Y. TIMES and the JOURNAL OF COMMERCE. In addition, both the ASSOCIATED PRESS and REUTERS sent out special stories for world distribution.
2. Special Press Conference: To take advantage of visit by Mr. Thomas Oatcliffe of the Trinidad Chamber of Commerce and Mr. Tony Bishop of the Tobago Chamber, a press conference was arranged for the morning of the day of the Chamber opening. Attendance was beyond expectations including 10 publications, (e.g., N.Y. TIMES, ASSOCIATED PRESS, REUTERS, BUSINESS ABROAD, INTERNATIONAL TRADE REVIEW, ASSOCIATED NEGRO PRESS, etc.)
3. Advertising: Big space ads featuring the Caribbean Exhibition theme appeared in the NEW YORK TIMES and BUSINESS ABROAD. Initial coupon response to the North American Director has included 20 replies. Full page advertisements were also placed for early April in ILM'S REVIEW and PLANT LOCATION.

4. Direct Mail: A massive direct mailing was mounted to 5000 potential investors and went out at month's end. Also arranged for early April mailing of special individual case ads on export and joint venture opportunities.
5. Publicity: Special release sent out on Caribbean Exhibition supporting Advertising and Direct Mail. In addition, press releases were sent out on the export and joint venture opportunities cited above.
6. Business Associations: A follow-up direct mailing signed by the North American Director was sent to the full membership of both the International Executives Association and the Commerce & Industry Association who held Trinidad-Tobago based meetings during February.
7. Preliminary Feasibility Research: During the month developed preliminary feasibility research reports built on the shoes-for-export study prepared by IDC-POS for three product categories: builder's hardware, men's underwear and small electric motors. Presented to the IDC-NA Director at month's end a promotion program based upon this suggested new development tool.
8. Handicrafts: Approached by United Nations Gift Shop on possibility of Trinidad-Tobago serving as "pilot project" for U.N. in development of handicraft industry and marketing within North America. Reported details to NA-IDC Director.
9. Chase Manhattan Bank-Latin American Highlights: Arranged for reprinting of this recent article favorable to Trinidad-Tobago's economic potential.
10. IDC Exhibit at Caribbean Exhibition: Supplied materials summarizing some promotion techniques used within the U.S. during the past year.
11. BUSINESS ABROAD: Alerted NA Director of its brief visit to Trinidad by associate editor of this Du & Bradstreet publication. He made all on the spot arrangements.
12. KIPLINGER NEWSLETTER: Special Caribbean issue appeared of this influential newsletter. DOI originally suggested trip by Editor Clarence Wright. Trinidad-Tobago had second most prominent position. His comments on Trinidad mainly favorable -- particularly in the context of the total issue -- but some criticism.

13. BWIA 727 Inaugural Flight: Continued revisions on list of invitations until during month BWIA-POB cancelled this project.
14. Cases: In other DCI connections discussed advantages of Trinidad operation or association with three investment prospects in the fields of plastics, hotel development and instant coffee. All information turned over to MA-IDC Director.
15. First National City Bank: Discussed with bank's advertising agency possible tie-in with advertising on the POC branch opening now scheduled for May.
16. JOURNAL OF COMMERCE: Arranged for system by which outstanding Trinidad businessmen would be interviewed in the U.S. for column treatment.

Sincerely,

Ted M. Levine

TDL:mg
Encl.

May 3, 1965

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad & Tobago Industrial Development
Corporation, April 1965

Dear Mr. Namoo:

Major activities during the month included investment prospect inquiry results of the combined direct mail-advertising-public relations campaign announcing the Caribbean Exhibition. In addition, there was heavy emphasis on executive press publicity including placements in AMERICAN BANKER, JOURNAL OF COMMERCE and INTERNATIONAL TRADE REVIEW.

Summary of April activities includes:

1. Advertising: Arranged for large space advertisement built on new Trinidad-Tobago dollar in INTERNATIONAL TRADE REVIEW. Considering further media for this ad including WALL STREET JOURNAL, CANADIAN MONETARY TIMES.
2. AMERICAN BANKER: Drafted and submitted special byline article for the upcoming Latin American Edition of this key banking publication.
3. PRECIS: Wrote, placed and submitted special article for North American Presis Syndicate coverage, U.S. coast-to-coast, of feature article on "Industrial Calypso." About 100 clippings expected during the next three months.
4. Caribbean Exhibition Promotion: Analyzed with North American Director inquiry results on this advertising-direct mail-publicity promotion which yielded a majority of manufacturer inquiries and over 150 replies. Followed up by contacting on an initial call basis 34 top investors, and detailed best prospect possibilities for follow-up action by the N.A. Director. It appears that this was the most successful individual promotion yet attempted in terms of both quality and quantity of results.

5. Editorial Visit to Trinidad-Tobago: Discussed with NA Director possible May editorial trip by about a half dozen top economic and investment editors to Trinidad. Newspaper: opening and expansion of General Telephone and Sylvania facilities in Trinidad.
6. Plastics Mailing: Experimental direct mailing keyed to needs of one Trinidad plastics manufacturer was distributed and initial returns include company that would seem ideally suited to stated partnership requirements.
7. Chase Manhattan Bank: Discussed with bank merchandising of upcoming full page advertisement on operation in Trinidad-Tobago as one of the world's major growth areas.
8. Department of Justice: Aided the N.A. Director in completing necessary forms for registration as non-diplomatic agent.
9. First National City Bank: Discussed with public relations officials: a) distribution of their new national report on Trinidad-Tobago for which DCI provided statistical and other material; b) jointly planned publicity-placement program for upcoming facility opening now tentatively scheduled for June 7, 1965.
10. Prospect Cases: Provided N.A. Director with information on cases including shoe company, chemicals firm, international trade center developer, handicraft prospect, instant coffee.
11. Jewelry Joint Venture: Final preparation on direct mailing experimental joint venture for Trinidad jewelry manufacturer.
12. Special Investor Trip to Trinidad: At month's end aided N.A. Director in carrying out briefing of group going to Trinidad for opening of Caribbean Exhibition including Mr. J. Donald Nixon. Also drafted special release for Associated Press.
13. JOURNAL OF COMMERCE: Arranged for interview of Mr. Cyril Duprey and N.A. Director by International Reporter; two hour interview particularly featured Trinidad-Tobago as sales launching pad off Latin America.
14. Feasibility Studies: Began work on draft of advertisement-publicity release-direct mail piece tied to possibility of Trinidad as location for men's underwear manufacture for export only.

June 1, 1965

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad & Tobago Industrial Development
Corporation, May 1965

Dear Mr. Mamasoo:

Major activities during the month included full arrangements for a six-man top journalist mission to Trinidad which has already resulted in three major stories, a new big space advertisement based on the new Trinidad currency, and major stories in AMERICAN BANKER and INTERNATIONAL TRADE REVIEW.

Summary of May activities included:

1. PRECIS: Special North American Precis syndicated feature was distributed to newspapers and trade publications coast-to-coast in the United States. Expected publication in June to yield about 100 clippings.
2. AMERICAN BANKER: Previously placed byline article by the North American Director appeared in the Latin American Edition of this publication, represented the only contribution from the independent Caribbean.
3. Advertising: Large space advertisement on the new Trinidad-Tobago dollar appeared in INTERNATIONAL TRADE REVIEW; Canadian version was placed with MONTREAL TIMES for publication during the summer.
4. Editorial Trip to Trinidad: Suggested and arranged for editorial visit by six outstanding U.S. journalists to Trinidad on the occasion of the opening of the Sylvania TV assembly plant. Publications represented included N.Y. HERALD TRIBUNE, JOURNAL OF COMMERCE, BUSINESS WEEK, AMERICAN BANKER, FINANCIAL WORLD, DUN'S REVIEW & MODERN INDUSTRY. Articles have already appeared at month's end in the JOURNAL OF COMMERCE and N.Y. HERALD TRIBUNE. The AMERICAN BANKER has scheduled a piece for the beginning of June and the other three publications have also scheduled stories later on. An analysis was made of these journalists' reactions to Trinidad and to the trip upon their return, and this was presented orally to the N.A. Director.

5. American Airlines: Discussions with company representative on possible air service to the West Indies and to Trinidad-Tobago; also promotional tie-in arrangements.

6. Feasibility Studies: Developed full program to produce and promote feasibility studies on products for export. At the suggestion of the North American Director currently developing action program for one category, electric motors.

7. Industrial Investment Possibilities: Submitted critique on this new IDC publication to N.A. Director.

8. General Telephone & Electronics: Edited and suggested changes on press release announcing both Sylvania operation and telecommunications activities in Trinidad and Tobago, a supplement to the editorial trip discussed above.

9. Society for International Development: Discussed with N.A. Director possibility of Trinidad-Tobago speaker giving keynote address at high prestige annual convention of the Society for International Development, March 1966, New York City.

10. Collier's Encyclopedia: Provided economic statistics for articles on Trinidad and Tobago.

11. Trinidad & Tobago Investment Mission: Discussed with North American Director possibility of periodic business visits to Trinidad by non-competitive group of investment prospects for direct on-the-spot investment appraisal.

12. Women's Dresses: At month's end developed for N.A. Director specialized list of major women's dress manufacturers for possible direct mail and personal contact.

13. Program Proposal: Began work on program proposal for the period August through December, 1965.

Sincerely,

Ted M. Levine

EDL:ngb
Att.

July 1, 1965

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad & Tobago Industrial Development
Corporation, June 1965

Dear Mr. Nassco:

Major activities during the month included follow-up on the six man editorial mission to Trinidad & Tobago; a new prototype direct mailing (electric motors); and jointly with the North American Director, preparation of the DCI investment promotion program for the latter half of calendar 1965.

Summary of June activities includes:

1. Small Motors Special Mailing: A prototype mailing to about 50 manufacturers offering specialized feasibility study developed by DCI was sent out. Additional product categories were discussed with the North American Director as a possible continuation if this experiment seems to work out.
2. Editorial Trip to Trinidad: Further follow-up with editors who went down to the Sylvania plant opening in May. Stories appeared during the month in the AMERICAN BANKER and FINANCIAL WORLD (the latter one of the best short pieces yet to appear on the current Trinidad-Tobago economic scene).

Major stories are also scheduled for the two remaining publications out of six represented: BUSINESS WEEK and IAIN'S REVIEW & MODERN INDUSTRY.

3. N.Y. WORLD TELEGRAM: At month's end an interview was arranged between the North American Director and a senior financial writer for this most influential of New York afternoon daily newspapers.

4. Radio and Television: Contact was made during the month with a dozen major television and radio programs, mainly of the "Meet the Press" panel type shows, on the possibility of including Trinidad and the North American Director in future discussions. Initial indications favorable.

5. Advertising: Aided the First National City Bank in providing photographs and text for upcoming July ad announcing their new branch in Port of Spain.

6. ELECTRONICS, ELECTRONICS WEEK: Provided publications with publicity photos and captions growing out of Sylvania TV plant opening.

7. Information to North American Director: Assisted the NA Director with:

- a) New listing of labor intensive industries by Standard Industrial Classification Number (SIC).
- b) Space cost figures on NEW YORK TIMES.
- c) Information on certain leading apparel firms.
- d) Information on one leading U.S. metal producer.
- e) Details on IDC investment promotion impact in Canada during the past three years.

8. Carnival Costumes: Further extended NA Director's proposal that 50 carnival costumes be shown in New York by suggesting possibility that this might make an ideal exhibit at the Museum of Modern Art or other Rockefeller controlled cultural facility.

9. Advertising: Adapted Trinidad currency advertisement and submitted to CANADIAN MONETARY TIMES.

10. Cases: Referred to NA Director what appears to be promising investor group interested in hotel and residential development in Trinidad & Tobago. Interesting combination of money, know-how and personal experience in Trinidad-Tobago.

11. U.S. NEWS & WORLD REPORT: Provided this publication with series of a half dozen photographs for possible major feature on the West Indies during the next three weeks.

12. Investment Promotion Proposal: Drafted detailed proposal summarizing DCI activities February-July, and outlined future approaches and activities August-December, 1965. Submitted to NA Director who will transmit with commentary to IDC-POS.

13. Financial: During the month, provided MA Director with further information relative to the financial payment for the hotel development contract now more than one year overdue.

Sincerely,

Ted M. Levine

TML:mg
Encl.

August 3, 1965

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad & Tobago Industrial Development
Corporation, July 1965

Dear Mr. Namsoo:

Major activities during the month focused upon press publicity including arranged interviews with the N.A. Director by U.S. NEWS & WORLD REPORT and the NEW YORK TIMES. In addition, placement of the NA Director was arranged on the popular New York radio show, Peter and Mary, a new approach. Summary of July activities includes:

1. NEW YORK TIMES: Arranged for interview with top financial reporter and North American Director. Newspaper: Trinidad-Tobago, Third Anniversary of Independence.
2. U.S. NEWS & WORLD REPORT: Met with editors on future handling of Trinidad-Tobago (this publication has in recent months become strongly Caribbean interested. We believe in part it is due to DCI efforts and contact.) Also arranged for interview by New York editor of N.A. Director with emphasis on specific U.S. companies operating in Trinidad-Tobago.
3. N.Y. WORLD TELEGRAM: Continued to provide material to financial writer who interviewed N.A. Director last month. Publication prospects appear excellent.
4. "Industrial Calypso": This syndicated story has now yielded clippings from approximately 25 newspapers. Total circulation estimates are something in excess of a half million.
5. Institutional Advertising: Presented to North American Director special institutional advertising campaign in which IDC would join forces with other government interests to present the theme "Meet the People of Trinidad & Tobago." At his suggestion made second presentation to the Trinidad-Tobago Ambassador to the U.S.
6. MONEY TREE Advertisment: IDC advertisement placed by DCI on new currency theme appeared as back cover of this publication's annual West Indies issue.

7. Radio: Through DCI associate arranged for interview of N.A. Director on popular New York-New Jersey-Connecticut morning radio show "Peter and Mary" (Peter Lind Hayes and Mary Realy). Interview scheduled for the start of August and broadcast on August 9 should be from one half hour to 45 minutes and offer full opportunity to present Trinidad's industrial and business advantages to an audience well in excess of one million.

8. Special Press Release: As experiment sent out release with N.A. Director as spokesman on Trinidad industrial related event (in this case the National Productivity Centre). Initial press pick-up in the influential JOURNAL OF COMMERCE.

9. Overseas Press Club: Approached on idea of N.A. Director as speaker before this prime press association on or around August 31 in connection with Trinidad-Tobago's Third Anniversary of Independence. Excellent response and we are following up.

10. Special Fact Booklet and Industrial Map: Commented on North American Director's idea of new booklet of factual materials for direct and indirect distribution. Also suggested animated industrial map as companion piece.

11. Wells Fargo-Brinks Advertisement: Prepared advertisement on Wells Fargo-Brinks operations in Trinidad and presented to North American Director.

12. FORTUNE: Provided N.A. Director with analysis of possibility of special Trinidad-Tobago or West Indies advertising section in FORTUNE or like media.

13. Independence Theme Advertising-Direct Mail: Began work on drafting copy for combined promotion built around Independence.

14. FINANCIAL TIMES: Approached New York correspondent on possible contribution featuring NA-IDC operation in upcoming special supplement tied to Trinidad-Tobago's Independence.

15. Financial: At month's end payment for the hotel development contract, now more than one year overdue, has not been forthcoming.

Sincerely,

Ted M. Levine

TML:mg
Att.